

2.0 URBAN DESIGN

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I. STATUTORY REQUIREMENTS

The Urban Design element is a permissive element of the General Plan. As such, there are no state prescribed requirements or guidelines for its content.

The focus of this element is on the physical and design characteristics of citywide components which link and unify San Clemente: its streetscape, signage, and architecture. Urban design goals, objectives, policies, and programs are inextricably linked to those contained in the Land Use Element. In particular, are the definitions of the design improvements which will contribute to the establishment of the unique image and character of the City and its various sub-areas and districts, specified in the Land Use Element.

As contained herein, the Urban Design Element represents a modification of the draft document prepared by Gerald Gast and Associates (September 15, 1990). Sections which addressed land use, historic preservation, and scenic resources have been deleted from this element and instead have been incorporated into the pertinent elements of this General Plan.

II. OPPORTUNITIES AND CONSTRAINTS (ISSUES)

The following summarizes the significant urban design opportunities and constraints affecting the City of San Clemente:

A. Community Pattern

1. Strong physical and perceived linkages between the City's neighborhoods are desirable.
2. The preservation of important public view corridors toward both the ocean and distinct features of the inland landscape is desirable.
3. Increasing the prominence and design quality of the City's public places should be encouraged.
4. High quality architectural and landscape character derived from the City's Spanish Colonial Revival "Heritage", Mediterranean climate, and unique influences of each neighborhood is desirable.

B. Architecture and Landscape

1. The tradition established by San Clemente's Spanish "Heritage" architecture and landscape character should be promoted.
2. The increase in land values and resulting incentives to redevelop existing residential sites has contributed to a loss of San Clemente's older "Ole Hanson era" houses. These Buildings and their grounds are important resources of the community.

C. San Clemente's Districts

1. There is a need to strengthen the vitality and character of the Downtown Business District.
2. There is a need to develop an entertainment and recreational focus at North Beach to maximize its potential for public and economic benefits to the City.
3. There is a need to balance public improvements and new private development at the Pier Bowl.
4. There is a need to ensure that the new regional serving commercial center is designed to "fit" with the scale and character of San Clemente, exhibit distinct visual character and quality, reflect its Spanish Colonial Revival architectural heritage and be compatible with adjacent neighborhoods.
5. There is a need to ensure that the Rancho San Clemente Town Center is designed to exhibit a distinctive visual character and quality which reflects San Clemente's Spanish Colonial Revival architectural heritage, and is compatible with and linked to adjacent ranch lands neighborhoods and districts.

6. El Camino Real should be improved to serve as a prominent civic boulevard linking the coastal neighborhoods.
7. The scale and character of existing residential neighborhoods should be preserved.
8. Beach access routes need to be better identified.
9. New development in inland neighborhoods needs to emphasize preservation of the natural setting.
10. New neighborhoods should not consist of isolated residential enclaves, but rather a mixture of uses interconnected by pedestrian, bicycle, visual and auto linkages.
11. The Master Landscape Plan for Scenic Corridors should be implemented.
12. Freeway entrances need to be visually enhanced with landscaping.

III. OVERVIEW OF URBAN DESIGN POLICIES

The policies of the Urban Design Element address the following:

A. *The Community Pattern*

1. Encouraging new public places to be integrated with adjacent neighborhoods.
2. Identifying and adopting a citywide identifying graphics program to be adopted.
3. Developing standards and improvement policies are set forth for some of the City's most prominent public places such as the Downtown Business District, North Beach, the Pier Bowl, Regional Commercial Center, and Rancho San Clemente Town Center.
4. Initiating a citywide street tree program.

B. *Architectural and Landscape Character*

1. Establishing guidelines for maintaining and building on the City's "Spanish Heritage" tradition; including. Topics such as demolition, additions and infill and relocation of historic buildings.
2. Encouraging new development to incorporate defined outdoor spaces into architectural and site designs.
3. Adopting design guidelines.
4. Creating a distinct City landscape which requires the use of drought tolerant plants.

C. *San Clemente's District's*

1. The Downtown Business District (see **Land Use Figure 1-1**)
 - Strengthening the Downtown Business District as San Clemente's pedestrian oriented village.
 - Widening of the business district to include Avenida Granada and Avenida Cabrillo.
 - Adopting design guidelines for the area.
 - Developing a Specific Plan for the area including provisions for a parking district, pedestrian linkages and design standards.
2. North Beach (see **Land Use Figure 1-2**)
 - Implementing unified streetscape amenities to revitalize the area as a distinct pedestrian and tourist oriented "village" in the City.

- Adopting design guidelines.
3. The "Pier Bowl" (see **Land Use Figures 1-3 and 1-4**)
 - Improving the Pier Bowl as a primary public focus at the beachfront.
 - Emphasizing public improvement standards for the renovation and redevelopment of the Casa Romantica, and preserving the significant public view corridors existing in the area.
 - Preserving the view corridor across the municipal parking lot from Avenida Del Mar toward the ocean.
 4. Regional Commercial Center (see **Land Use Figure 1-5**)
 - Implementing streetscape amenities to establish a district identity and high quality image and providing visual compatibility with adjacent residential neighborhoods.
 5. Rancho San Clemente Town Center (see **Land Use Figure 1-6**)
 - Implementing streetscape amenities to establish a distinct identity and high quality image and providing visual compatibility with adjacent ranchland neighborhoods and districts.
 6. The El Camino Real Corridor (see **Land Use Figures 1-7 and 1-8 A, B, and C**)
 - Establishing unified design elements for El Camino Real.
 - Defining Sub-districts for El Camino Real to recognize the corridor's diversity of character and uses, and developing guidelines to unify development within each sub-district.
 7. The Coastal Neighborhoods (see **Figure 2-7**)
 - Creating city wide street tree planting plan
 8. The Hillside Neighborhoods (see **Figure 2-7**)
 - Improving the quality of hillside development throughout the City.
 - Adopting and enforcing design standards which create better site planning, architecture and landscaping on hillside sites.
 9. The Inland Neighborhoods (see **Figure 2-7**)
 - Developing clear pedestrian and open space linkages within and between neighborhoods.
 - Creating neighborhood parks, including small-scale parks, that have visual focus, recreational activities for all ages and opportunities for social contact.

10. The Interstate 5 Freeway Corridor

- Creating a consistent design vocabulary with freeway entrance and edge improvements.
- Establishing a street tree planting program at all freeway entrance locations.

IV. GOALS, OBJECTIVE AND POLICIES

The following presents the goals, objectives, policies, and programs for urban design in the City of San Clemente. Programs which implement the goals, objectives and policies are defined in Section V of this element. At the conclusion of each policy is a number(s) in parenthesis which denotes the pertinent implementing program(s) (I "number").

A. *The Community Pattern*

Goal

Maintain and strengthen San Clemente's tradition of high-quality public places.

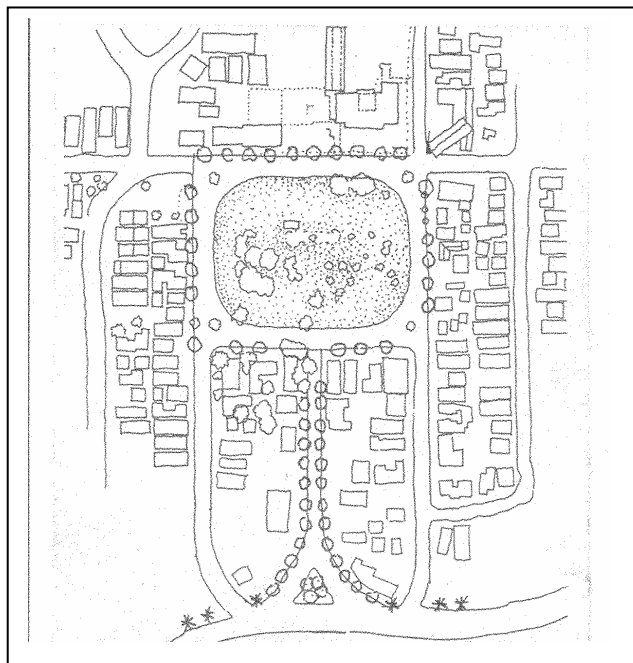
Objective

- 2.1 Create a network of accessible and prominent public places with clear perceptual, symbolic, and circulation linkages between them.

Policies

1. Location and Scale of Public Places

- 2.1.1 Develop small groupings of public places and carefully integrate them with adjacent neighborhoods (*I 2.1*).
- 2.1.2 Strengthen the prominence and accessibility of public buildings through their placement on a primary or secondary street, at an important viewpoint, adjacent to a park or open space, or as a focus for a neighborhood (*I 2.1*).

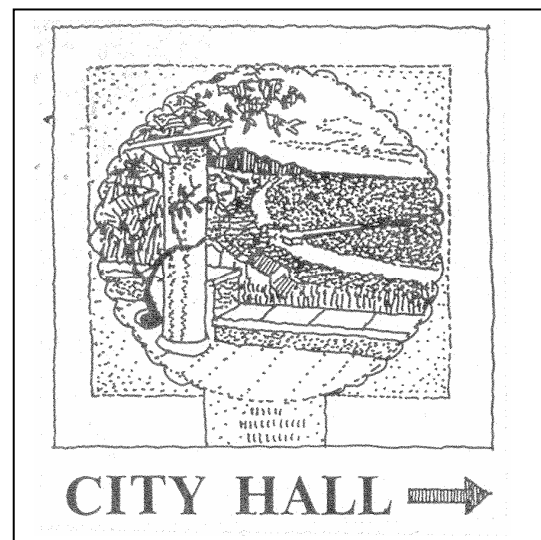


El Portal and Max Berg Park

- 2.1.3. Open public views toward parks and open spaces from adjacent streets or neighbor-hoods, and by locating them at prominent natural features such as a ridge, knoll, or lookout point (*I 2.1*).
- 2.1.4 Emphasize the prominence of public places and their linkage to adjacent neighbor-hoods, strengthening them by creating a distinctive landscape character around them, and by extending the landscape improvements into the neighborhoods (*I 2.1*).
- 2.1.5 Designate pedestrian and bike routes that link selected public places to encourage walking and exercise, and help visitors experience the City's attractions without complete reliance on the automobile (refer to Figure 4-6 in the Circulation element) (*I 2.1*).

2. Citywide Graphics Program

- 2.1.6 Develop a citywide identity graphics program to clearly mark directions to public buildings, parks, the Beach front, Del Mar business district, North Beach, public parking areas, prominent natural features and City entry points (*I 2.2*).



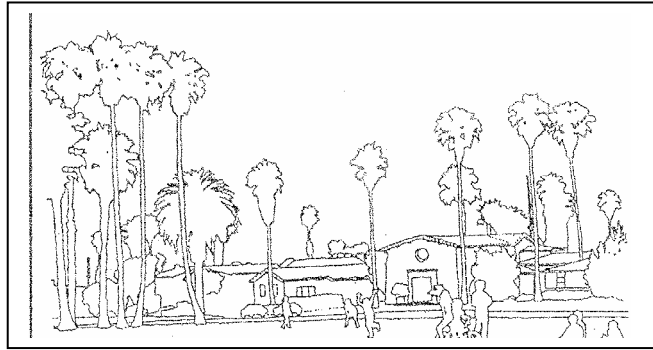
Citywide Graphics Program

3. Urban Design Improvements and Streetscape

- 2.1.7 Focus new public urban design improvements and private development to increase the attraction of existing public places (*I 2.2, I 2.3, and I 2.4*).

2.1.8 Expand and upgrade the City's important public places, prioritizing urban design and streetscape improvements in the following areas:

- a. Downtown Business District.
- b. North Beach.
- c. The Pier Bowl.
- d. Rancho San Clemente Town Center
- e. Regional Commercial Center
- f. Civic Center and Public Parks (*I 2.2, I 2.3, I 2.4*).



Integration of public places with adjacent neighborhoods

2.1.9 Carefully integrate new public places with adjacent neighborhoods in developing inland areas of the city, emphasizing their role as points of orientation, focus and public gathering. Create public places scaled to individual neighborhoods (*I 2.5*).

4. Street Tree Program

2.1.10 Establish a planting theme for the City's neighborhood streets, as places which are more intimate in their scale and use, and frequently serve as places where neighbors talk and meet, engage in short walks and children play (*I 2.5*).

2.1.11 Initiate a citywide street tree planting program to improve the visual character of the City's streets (*I 2.6*).

2.1.12 Initially, focus the City's street planting role on primary and secondary streets. Neighborhood street tree improvements should be implemented by joint action of the City and homeowners' associations or property owners. The City can encourage these efforts through technical assistance, a promotional program and cooperation in granting right-of-way encroachment permits (*I 2.6*).

- 2.1.13 Require that all new development install street trees in accordance with a Master Plan of Street Trees (*I 2.7*).
- 2.1.14 Encourage community groups to participate in planting new street trees where they do not exist (*I 2.7*).
- 2.1.15 Require that street trees be adequately maintained and replaced if removed due to damage or health (*I 2.7*).
- 2.1.16 Require that street landscape incorporate a drought-conscious irrigation system or other methods to provide proper watering (*I 2.7*).
- 2.1.17 Adopt a citywide street tree trimming and pruning master plan, which cultivates the full potential of street trees as providers of shade and designators of key design corridors (*I 2.7*).
- 2.1.18 Require that historically significant public landscape, including specimen street trees, be designated as landmarks and be preserved (*I 2.7*).



West Paseo Del Cristobal

B. Architectural and Landscape Character

Goal

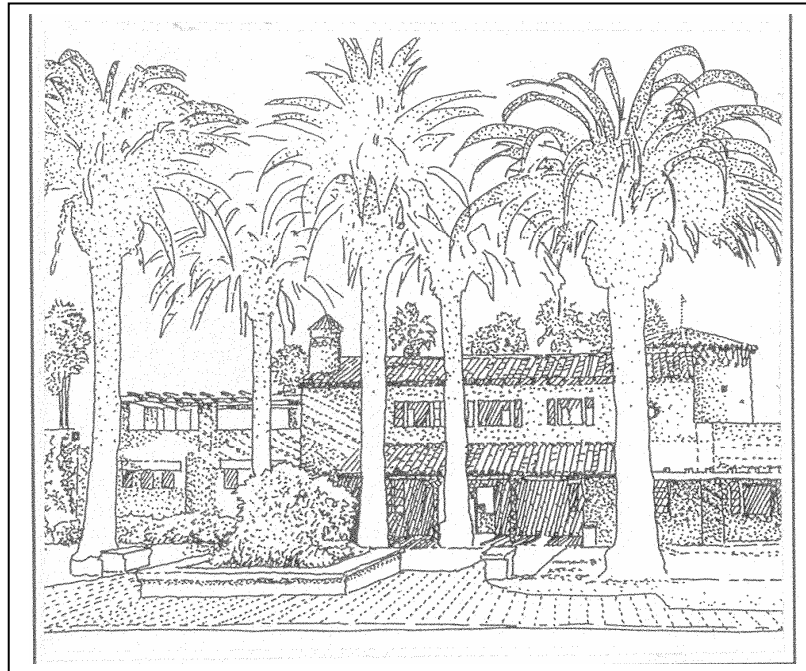
Preserve and strengthen San Clemente's unique atmosphere and historic identity as "The Spanish Village by the Sea."

Objective

- 2.2 Build on the tradition established by San Clemente's "Spanish Heritage" architecture by emphasizing the careful integration of buildings and landscape.

Policies

- 2.2.1 Establish design standards for the City's principal commercial and industrial districts and residential neighborhoods (*I 2.8*)
- 2.2.2 Establish design standards for automobile repair, gasoline stations, outdoor storage, and similar uses which provide for their physical and visual compatibility with the district in which they are located; including standards for building character and design, materials, colors, landscape, signage, lighting, and other pertinent elements (*I 2.8*).



*"Spanish Heritage" Architecture
Ole Hanson Beach Club*

1. Citywide Architectural Character

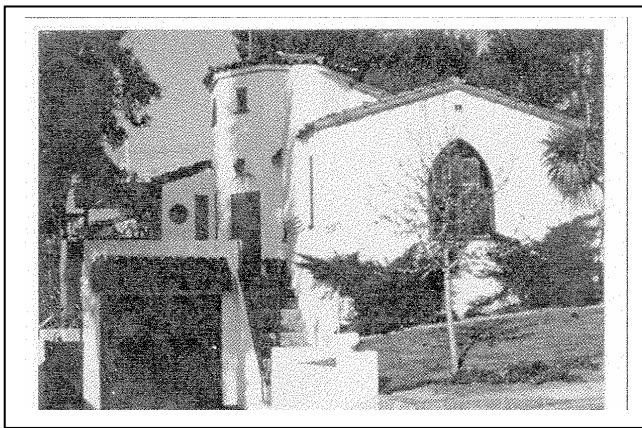
- 2.2.3 Incorporate defined outdoor spaces into the architectural and site designs of new development in the City (*I 2.8*).
- 2.2.4 Encourage the use of courtyards, patios, plazas, gardens, covered walkways, rooftop terraces, verandas and other spaces enclosed by architectural or landscape elements (*I 2.8*).



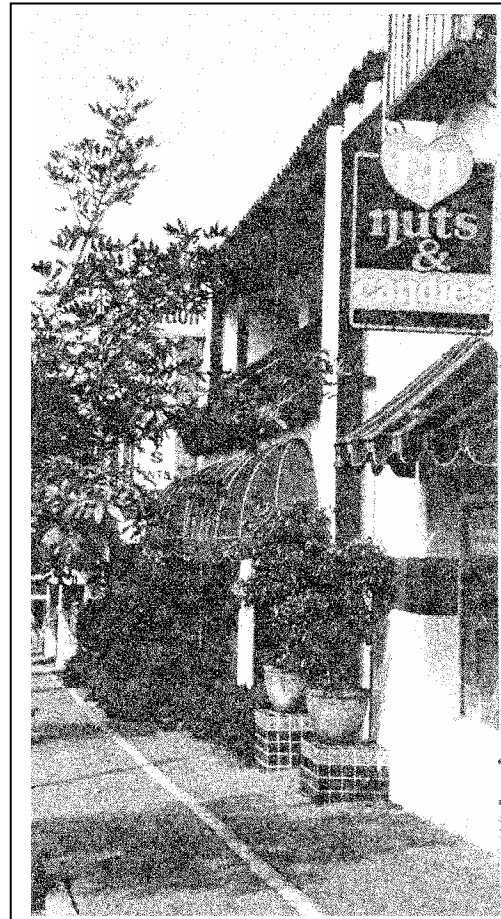
*Spanish Heritage Architecture
Outdoor Dining on El Camino Real*

2. "Spanish Heritage" Districts

- 2.2.5 Require that new buildings and renovations in the Downtown Commercial District, including the Del Mar extension, North Beach, and Pier Bowl areas and development of new commercial districts (e.g., Rancho San Clemente Town Center and Regional Commercial Center) utilize Spanish Colonial Revival architecture (*I 2.8*).



Heritage House



Del Mar Storefronts

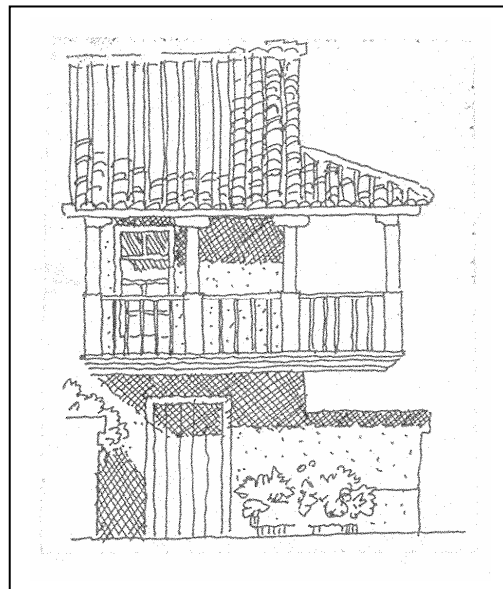
2.2.6 Encourage the following basic architectural elements in the "Spanish Heritage" Districts:

- Plain whitewashed smooth wall surfaces
- Low pitched red clay tile roofs
- Porches across the building front or side, with or without arches
- Arches as an architectural feature (over driveways and entrances)
- Courtyard buildings
- Houses adapted to topography (high houses with terraced gardens and high porches above garages, with bulk of the house set back from the street).

- Bay windows
- Garden walls
- Lattices over carports and porches
- Distinctive roof lines with low pitches
- Balconies and verandas
- Covered walkways and passages (arcades, colonnades) (*I* 2.8).



Courtyard Building



Veranda

3. Landscape Character

- 2.2.7 Create a district City landscape with a lush Mediterranean character emphasizing drought tolerant plantings (*I* 2.8).

- 2.2.8 Limit planting in all new development to drought tolerant species. Only in small areas and special public locations, such as high-use areas of parks, should lawns or other high water use vegetation be used (*I 2.8*).
- 2.2.9 Require that development projects subject to discretionary review submit and implement a landscaping plan (*I 2.8*).
- 2.2.10 Encourage property owners to maintain existing vegetation on developed sites, remove and abate weeds, and replace unhealthy or dead landscape (*I 2.8*).
- 2.2.11 Encourage developers to incorporate mature and specimen trees and other significant vegetation, which may exist on a site into the design of a development project for that site (*I 2.8*).
- 2.2.12 Encourage and provide incentives for the use of drought-tolerant species in landscape design (*I 2.8*).
- 2.2.1.3 Require that commercial and industrial development incorporate adequate drought-conscious irrigation systems and maintain the health of the landscape (*I 2.8*).
- 2.2.14 Require that all commercial and industrial landscape be adequately irrigated with automatic irrigation systems (*I 2.8*).
- 2.2.15 Use reclaimed water for the irrigation of public and private landscape, as available (*I 2.8*).

C. *Urban Design Improvements of the City's Districts and Neighborhoods*

Goal

Establish a distinct visual and physical identity of San Clemente's principal commercial districts and residential neighborhoods.

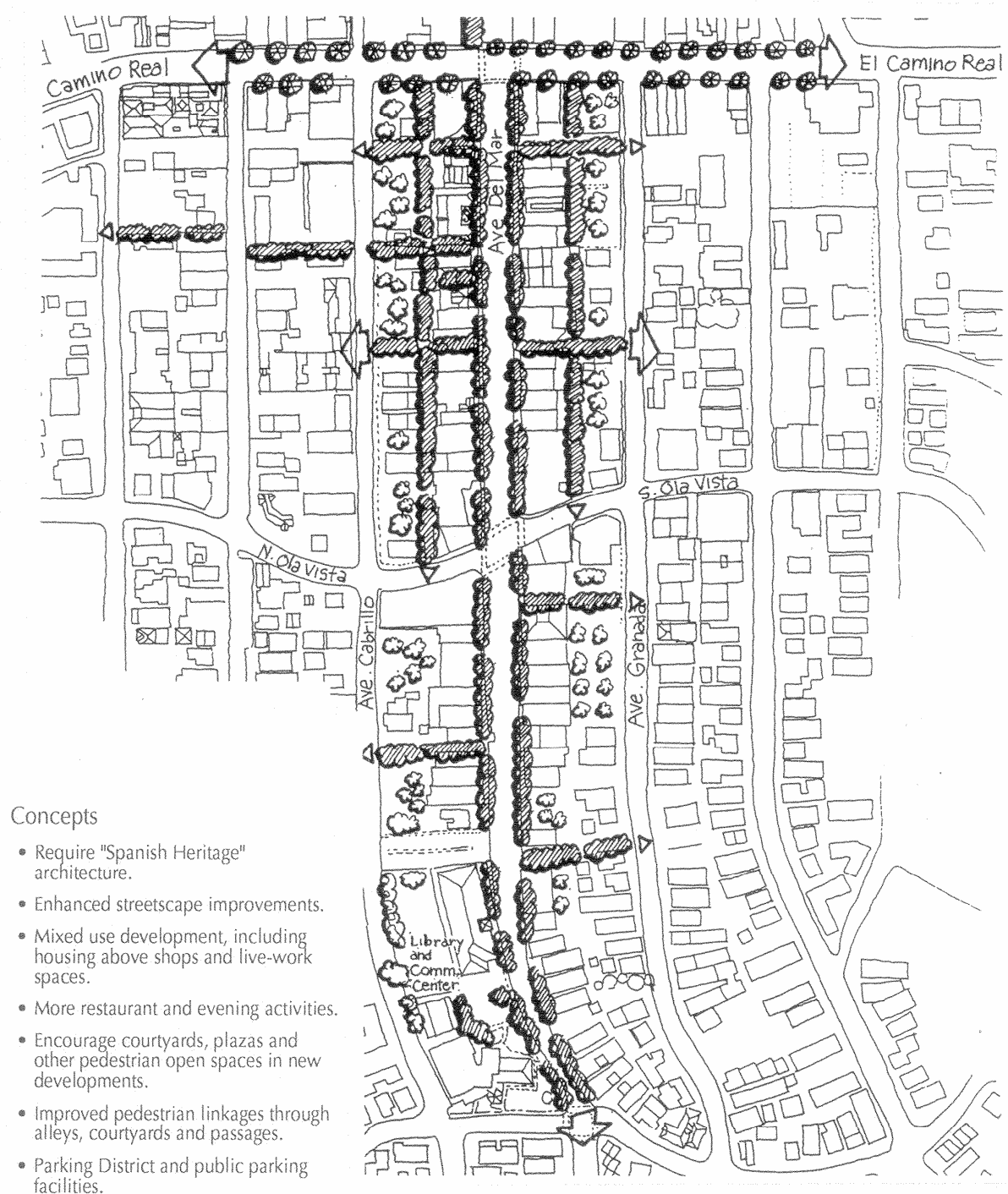
Objective

- 2.3 Strengthen San Clemente's downtown area (Del Mar and El Camino) as the City's pedestrian-oriented "village center."

1. The Downtown Business District (see Figure 2-1)

Policies

- 2.3.1 Require that new development and adaptive reuse of existing structures conform to the Spanish Colonial Revival architectural design style (*I 2.8*).
- 2.3.2 Maintain and enhance the downtown's unifying streetscape design elements considering possible expansion onto adjacent streets of street furniture, landscape decorative paving, and pedestrian-oriented lighting and imported signage throughout the area (*I 2.4 and I 2.7*).



Concepts

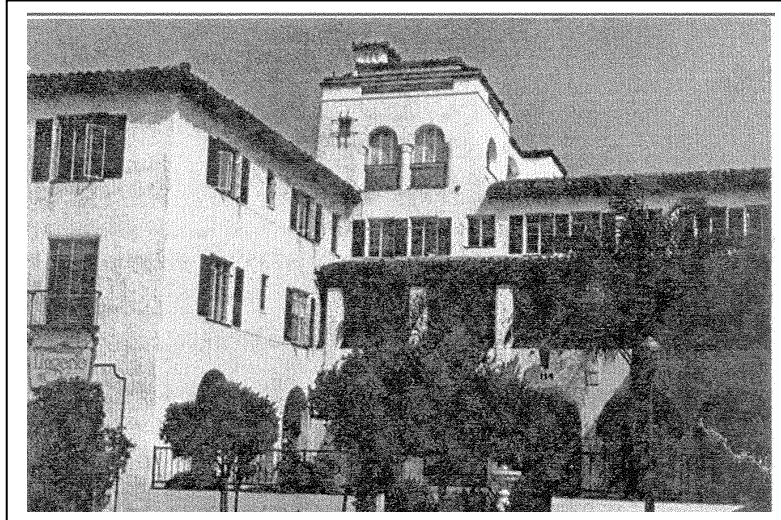
- Require "Spanish Heritage" architecture.
- Enhanced streetscape improvements.
- Mixed use development, including housing above shops and live-work spaces.
- More restaurant and evening activities.
- Encourage courtyards, plazas and other pedestrian open spaces in new developments.
- Improved pedestrian linkages through alleys, courtyards and passages.
- Parking District and public parking facilities.

SOURCE: Envicom Corporation, 1992

DOWNTOWN BUSINESS DISTRICT

SAN CLEMENTE GENERAL PLAN 

FIGURE 2-1



- 2.3.3 Improve pedestrian linkages through alleys and inner-block courtyards, with connections from Del Mar to Granada and Cabrillo (*I 2.8*).
- 2.3.4 Encourage the City's participation in the State of California's Main Street program (*I 2.4*).

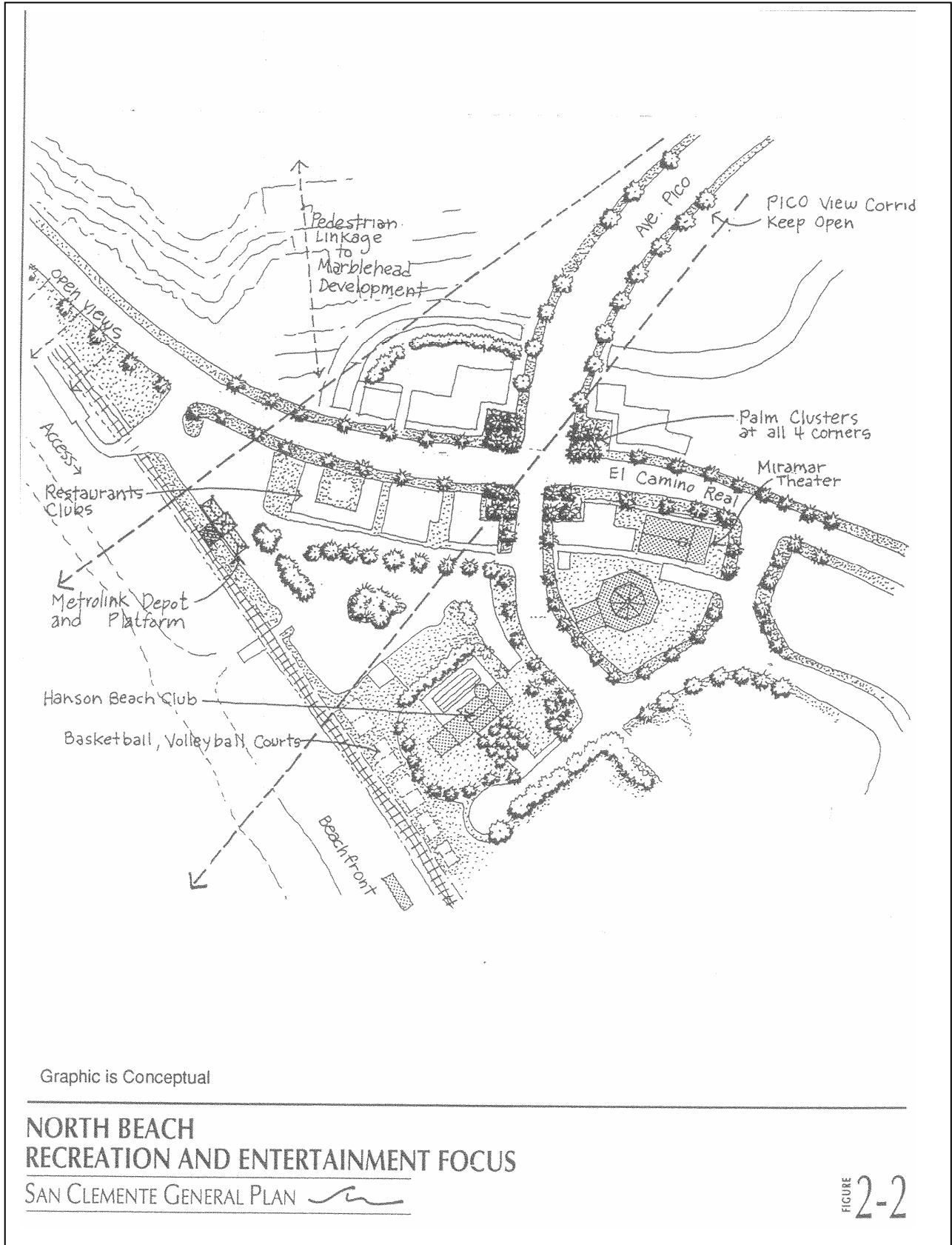
2. North Beach

Objective

- 2.4 Strengthen North Beach as a seaside focus of recreational and entertainment activities as depicted in **Figure 1-3** in Land Use element.

Policies

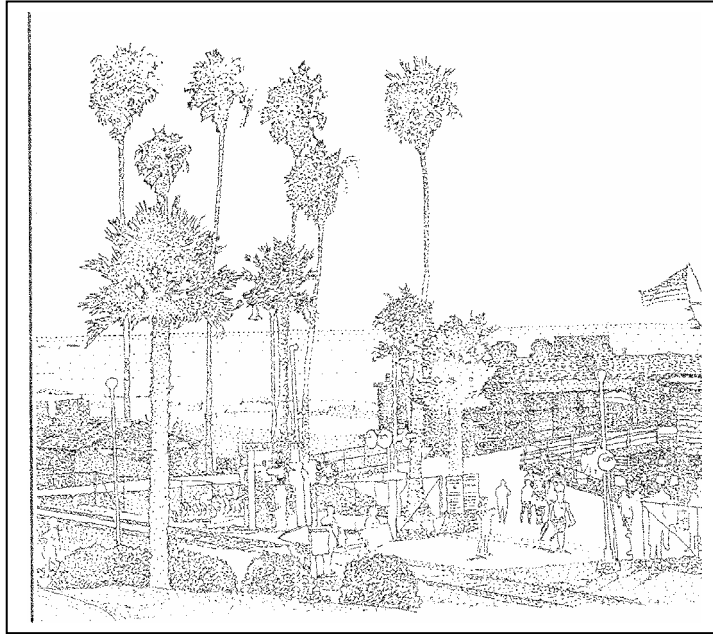
- 2.4.1 Implement pedestrian-oriented streetscape improvements along El Camino Real, Avenida Pico, and Los Molinas which incorporate unifying street trees and landscape (planters, etc.) street furniture (bus benches, news racks, bicycle racks and others), lighting sidewalk and crosswalk decorative paving, signage, and other pertinent elements as depicted in **Figure 2-2** (*I 2.4, I 2.6, I 2.8, and I 2.9*).
- 2.4.2 Emphasize North Beach as a Pedestrian District with a park-like landscape character including:
 - a. Extending the landscape character of the Ole Hanson Beach Club grounds to the El Camino Real-Pico intersection. Provide wide landscaped setbacks of buildings on Avenida Pico and palm clusters at each corner of the El Camino Real-Avenida Pico intersection.



- b. Providing a public pedestrian linkage to the Marblehead Coastal development. See Land Use Policy 1.22.10 (*I 2.3, I 2.4, I 2.5, I 2.6, and I 2.9*).

2.4.3 Require than new development and adaptive reuse of existing structure conform to the Spanish Colonial Revival architectural design style (*I 2.8*).

3. The "Pier Bowl"



The "Pier Bowl"

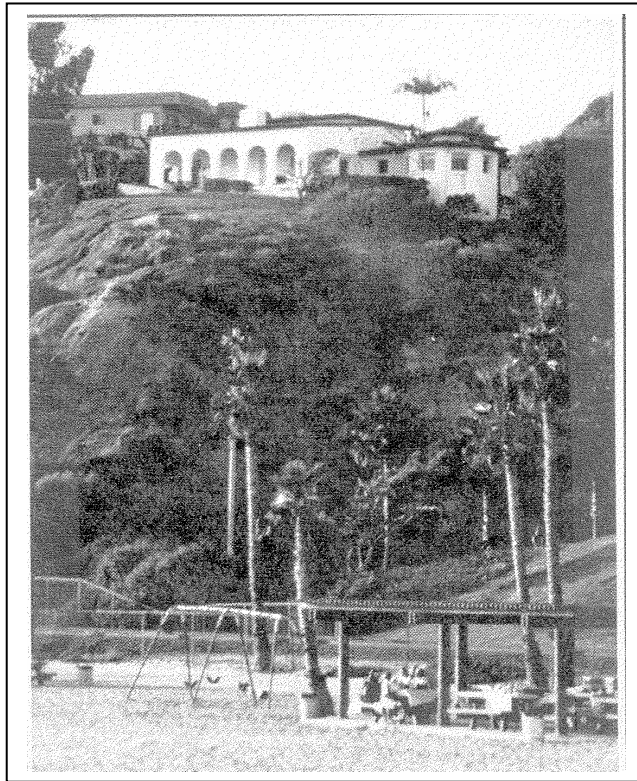
Objective

2.5 Improve the "Pier Bowl" (as shown in **Figure 1-4**, Land Use) as San Clemente's primary public focus at the beachfront.

Policies

- 2.5.1 Implement public improvements which may consider the following:
 - a. New landscaping of Avenida Del Mar and other access roads to the Pier Bowl, a small Spanish plaza at the entrance to the Pier and a beach walk connecting to T-Street Beach.
 - b. Public improvements to make the Pier Bowl area a more compelling public place. Renovation of the Casa Romantica for a variety of public-serving activities to preserve the City Founder's residence and grounds for future generations (*I 2.4 and I 2.7*).

- 2.5.2 Require that new development and adaptive reuse of existing structures conform to the Spanish Colonial Revival architectural design style (*I 2.8*).
- 2.5.3 Require that new development on the San Clemente Pier exhibit a maritime architectural design style (*I 2.8*).
- 2.5.4 Preserve the Del Mar public view corridor of the ocean and pier across the public parking lots (*I 2.4*.)
- 2.5.5 Establish a pedestrian walk and public gardens linking the Casa Romantica with the lower "Pier Bowl" area (*I 2.4*).



Casa Romantica and Bluffs

4. Regional Commercial Center

Objective

- 2.6 Achieve a distinct image and high quality character for the Regional Commercial Center (shown on **Figure 1-5**) which visually conveys the Spanish history of the City and is compatible with adjacent residential neighborhoods.

Policies

- 2.6.1 Require the implementation of streetscape improvements along the Regional Center's peripheral sidewalks and streets which

convey a sense of visual unity and linkages with adjacent residential neighborhoods considering the use of street trees and landscape (planters, other), pedestrian-oriented lighting, distinctive sidewalk and crosswalk paving, signage, as street furniture (benches, new racks, bicycle racks, and other (*I 2.4 and I 2.7*).

- 2.6.2 Require the development of major entry design elements, such as extensively landscaped access roads (e.g., single or double rows of Palm trees with median), signage (monuments, other.), and lighting (*I 2.4 and I 2.7*).
- 2.6.3 Require that on-site landscape, signage and pedestrian walkways be physically linked to and visually consistent with peripheral streetscape amenities. (*I 2.4 and I 2.7*)

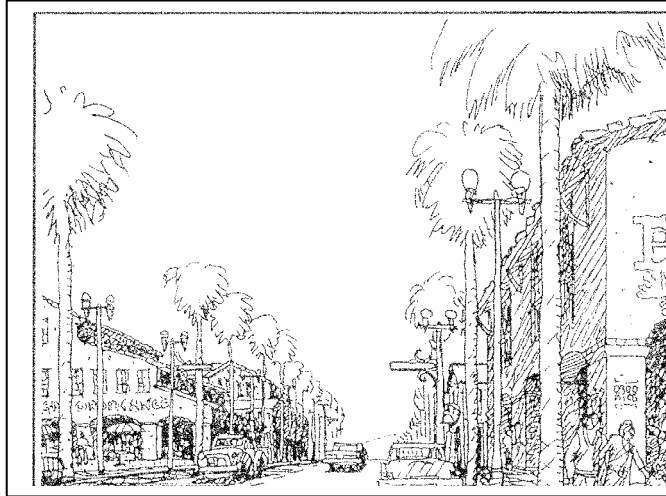
5. Rancho San Clemente Town Center

Objective

- 2.7 Achieve a distinct image and high quality character for the Rancho San Clemente Center (shown on **Land Use Figure 1-6**). Which visually conveys the Spanish Colonial Revival Architecture of the City and is compatible with adjacent land uses.

Policies

- 2.7.1 Require the implementation of streetscape improvement along the Town Center's peripheral sidewalks and streets which convey a sense of visual unity and linkages with adjacent residential neighborhoods, commercial districts, and open spaces considering the use of street trees and landscape (planters, other), pedestrian-oriented lighting, distinctive sidewalk and crosswalk paving, signage, and street furniture (benches, new racks, bicycle racks, and other (*I 2.4 and I 2.7*).
- 2.7.2 Require the development of major entry design elements, such as extensively landscaped access roads (e.g., single or double rows of palm trees with median), signage (monuments, other), and lighting (*I.2.4 and I 2.7*).
- 2.7.3 Require that on-site landscape, signage, and pedestrian walkways be physically linked to and visually consistent with peripheral streetscape amenities (*I 2.4 and I 2.7*).
- 2.7.4 Require that new development be designed in accordance with Spanish Colonial Revival architectural design principles (*I 2.8*).

*El Camino Real*

6. The El Camino Real Corridor

Objective

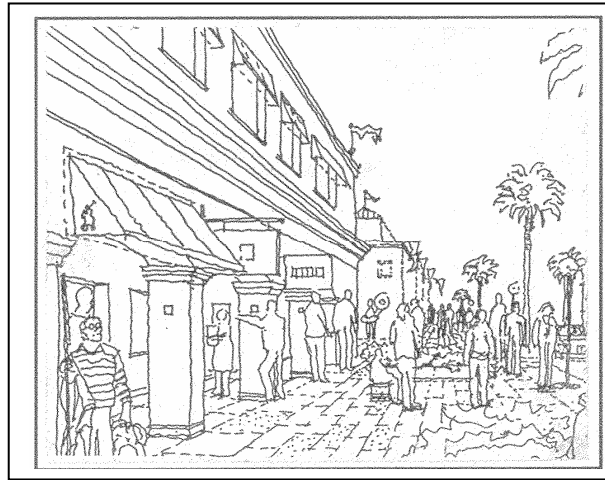
- 2.8 Improve El Camino Real as the primary civic boulevard linking the coastal neighborhoods of the City.

Policies

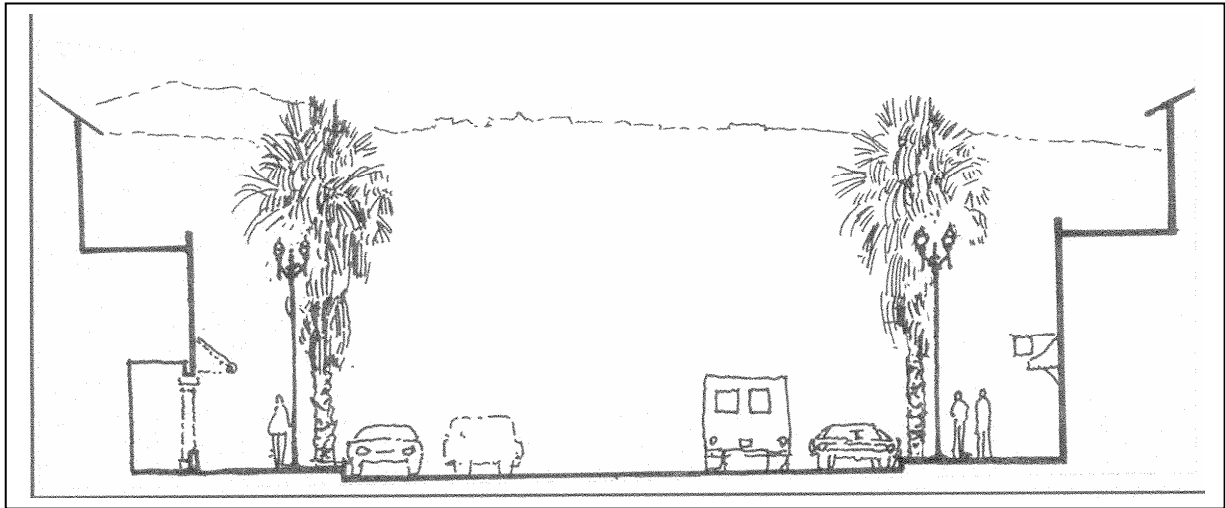
- 2.8.1 Provide unifying design elements that are consistent the entire length of El Camino Real and The Pacific Coast Highway, including the following:

- Palm trees (Washingtonia Robusta), 30 feet on center.
- Public graphic system.
- Unifying guidelines for private signage.
- Planted courtyards visible from the street.
- Pedestrian-oriented lighting.
- Consistent sidewalk design (I 2.4, I 2.6, and I 2.7).

- 2.8.2 Implement design improvements which differentiate El Camino Real's pedestrian-oriented and mixed pedestrian-automobile districts in accordance with the principles illustrated in **Figure 2-3** through **Figure 2-6** (I 2.4 and I 2.7).



Pedestrian Districts

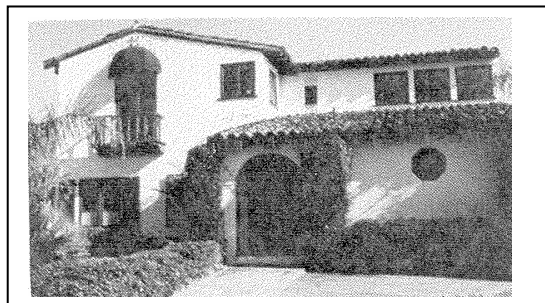


Cross Section of Pedestrian Districts

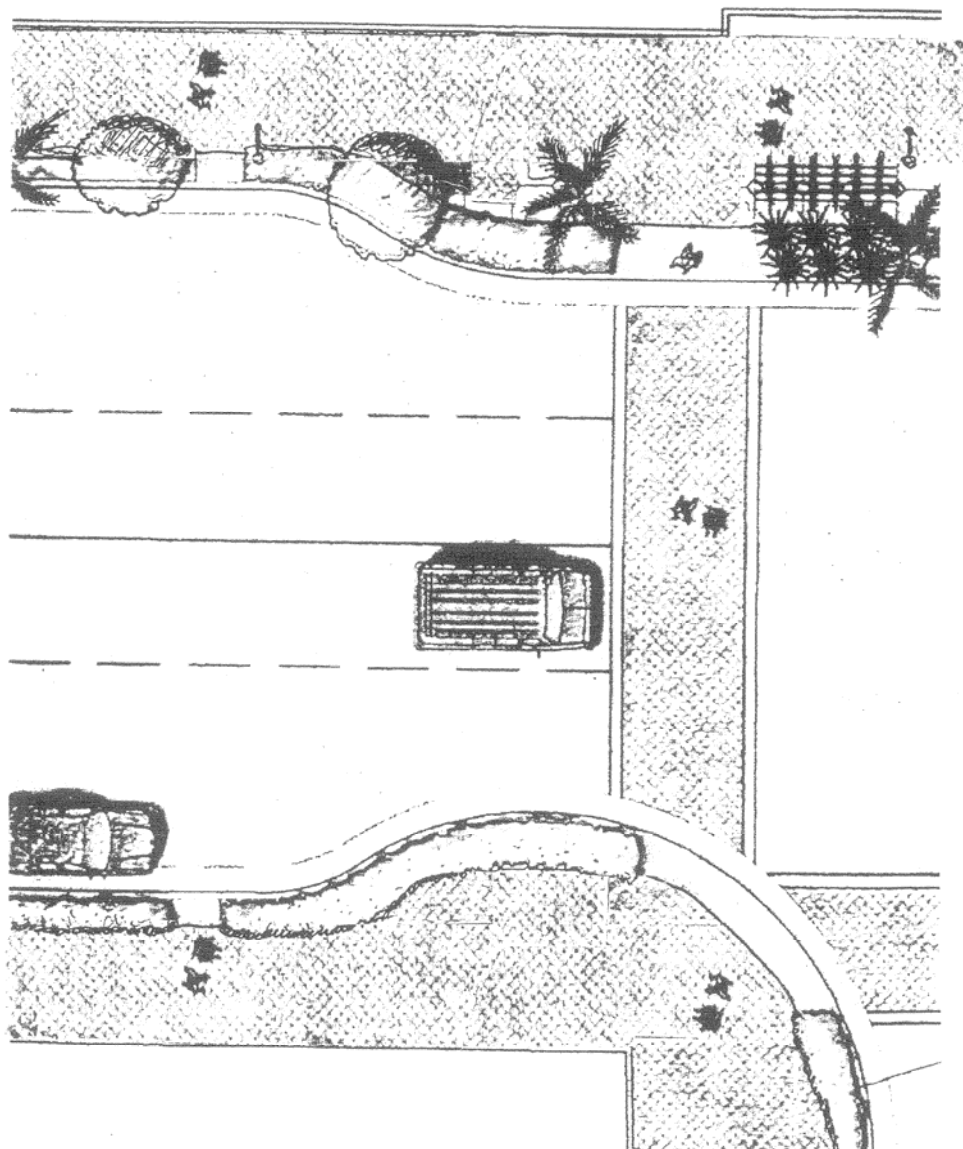
7. Coastal Terrace Neighborhoods

Objective

- 2.9 Preserve the existing character of the older coastal neighborhoods depicted on **Figure 2-7**.



Example of "Ole Hanson Era" Home

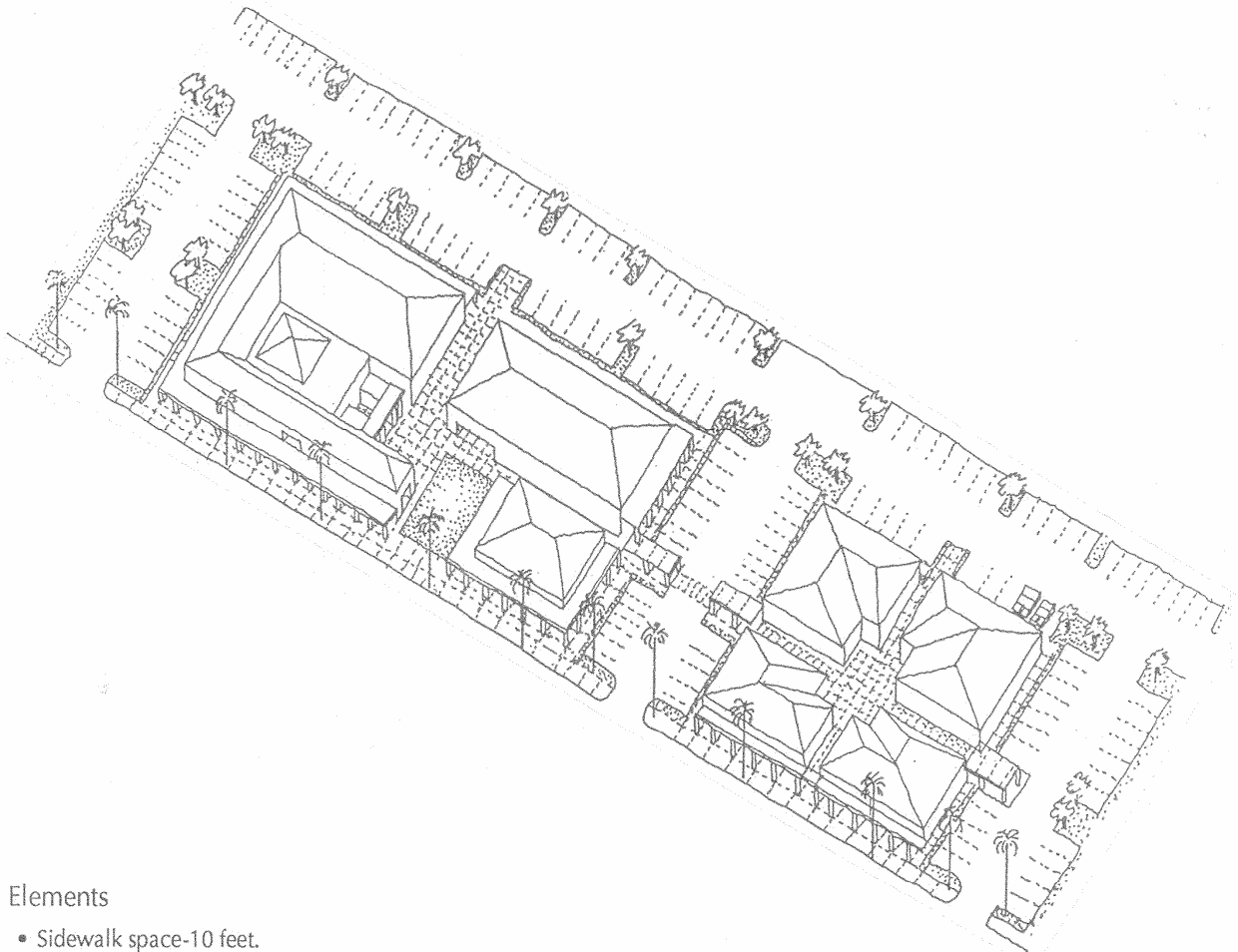


Interlocking Paver Sidewalk (Engineering Standard "ST 4")
 "Graphic is Conceptual"

EL CAMINO REAL
 PEDESTRIAN DISTRICTS

SAN CLEMENTE GENERAL PLAN 

FIGURE 2-3



Elements

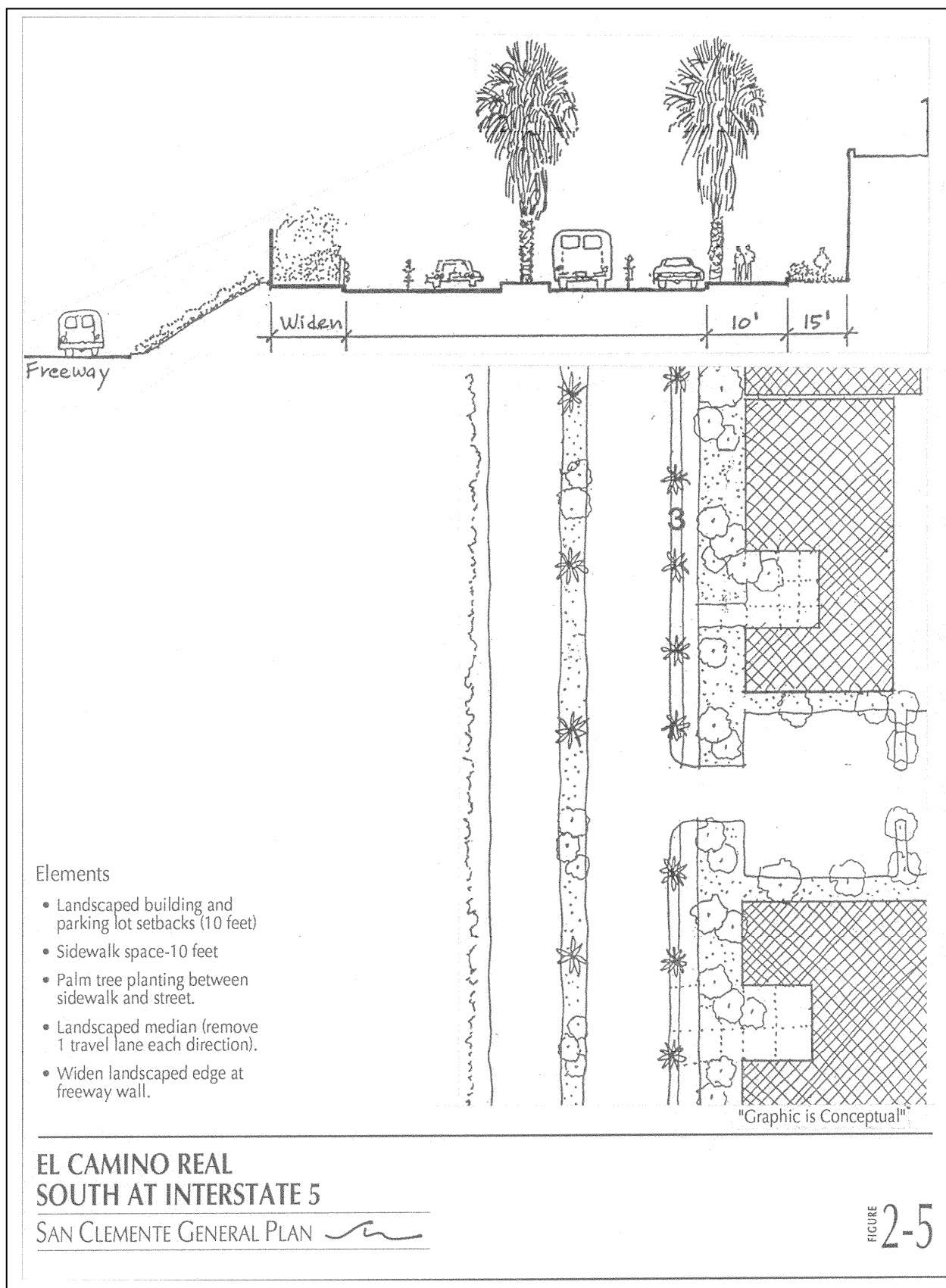
- Sidewalk space-10 feet.
- Palm trees Planting between sidewalk and street.
- Pattern of alternating building fronts and parking courts at front property line.
- Parking courts with limited length along street.
- Defined outdoor spaces- Arcades, courtyards, plazas.
- Planted edge at parking lots.

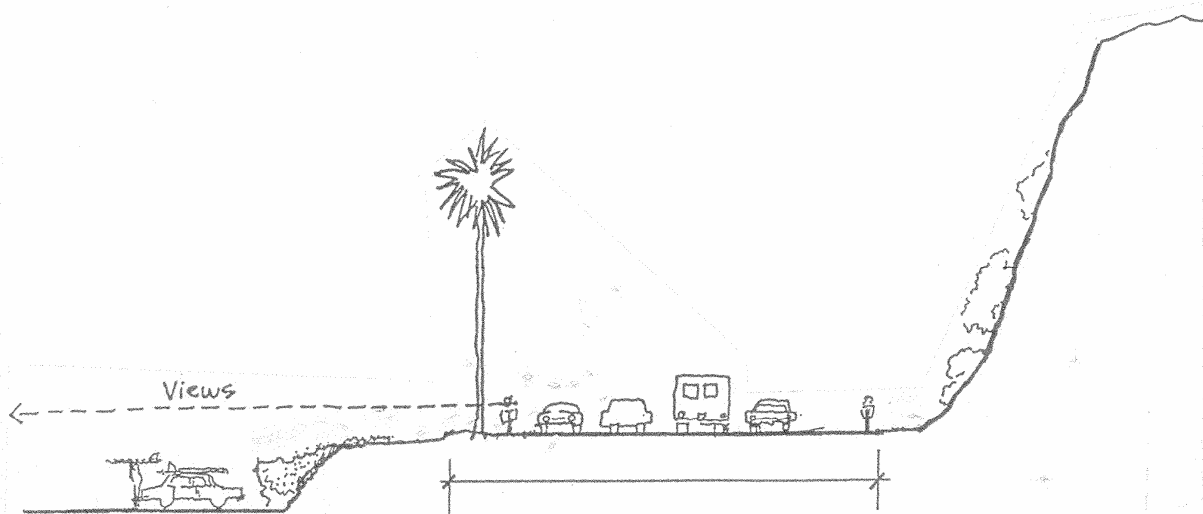
"Graphic is Conceptual"

EL CAMINO REAL MIXED PEDESTRIAN AUTOMOBILE DISTRICTS

SAN CLEMENTE GENERAL PLAN 

FIGURE 2-4





Elements

- Limit further grading to safety measures.
- Palm trees.
- Remove low vegetation on coastal side to open views of the water.

Graphic is Conceptual

PACIFIC COAST HIGHWAY

SAN CLEMENTE GENERAL PLAN 

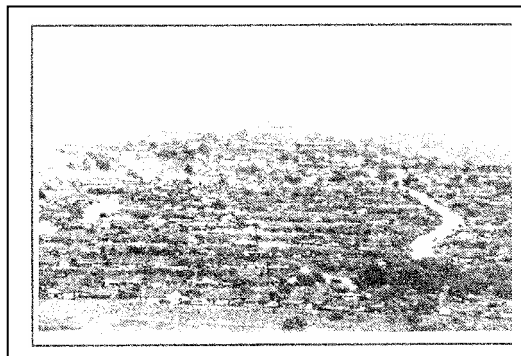
FIGURE 2-6

Policies

- 2.9.1 Improve street space quality in the Coastal Terrace neighborhoods through tree planting that maintains public ocean views, sidewalk upgrading and pedestrian-oriented lighting on primary and secondary streets (*I 2.6 and I 2.7*).
- 2.9.2 Initiate a street tree program for the Coastal Terrace neighborhoods, giving first priority to primary and secondary streets (*I 2.6 and I 2.7*).
- 2.9.3 Trees planted on the coastal terrace streets perpendicular to the ocean should have slender silhouettes and be short to moderate in height to preserve ocean view corridors. The City's Design Guidelines give street tree selections (*I 2.7*).
- 2.9.4 Use special places such as entrances to parks, beach areas, and public buildings as locations for public sculpture and planting (*I 2.4*).
- 2.9.5 Improve all primary and secondary streets with sidewalks, and key local neighborhood streets which provide important pedestrian linkages (*I 2.4*).
- 2.9.6 Planted street trees should be between the sidewalk and curb to buffer pedestrians from automobiles on primary and secondary streets where sufficient right-of-way exists (*I 2.7*).

8. The Hillside Neighborhoods**Objective**

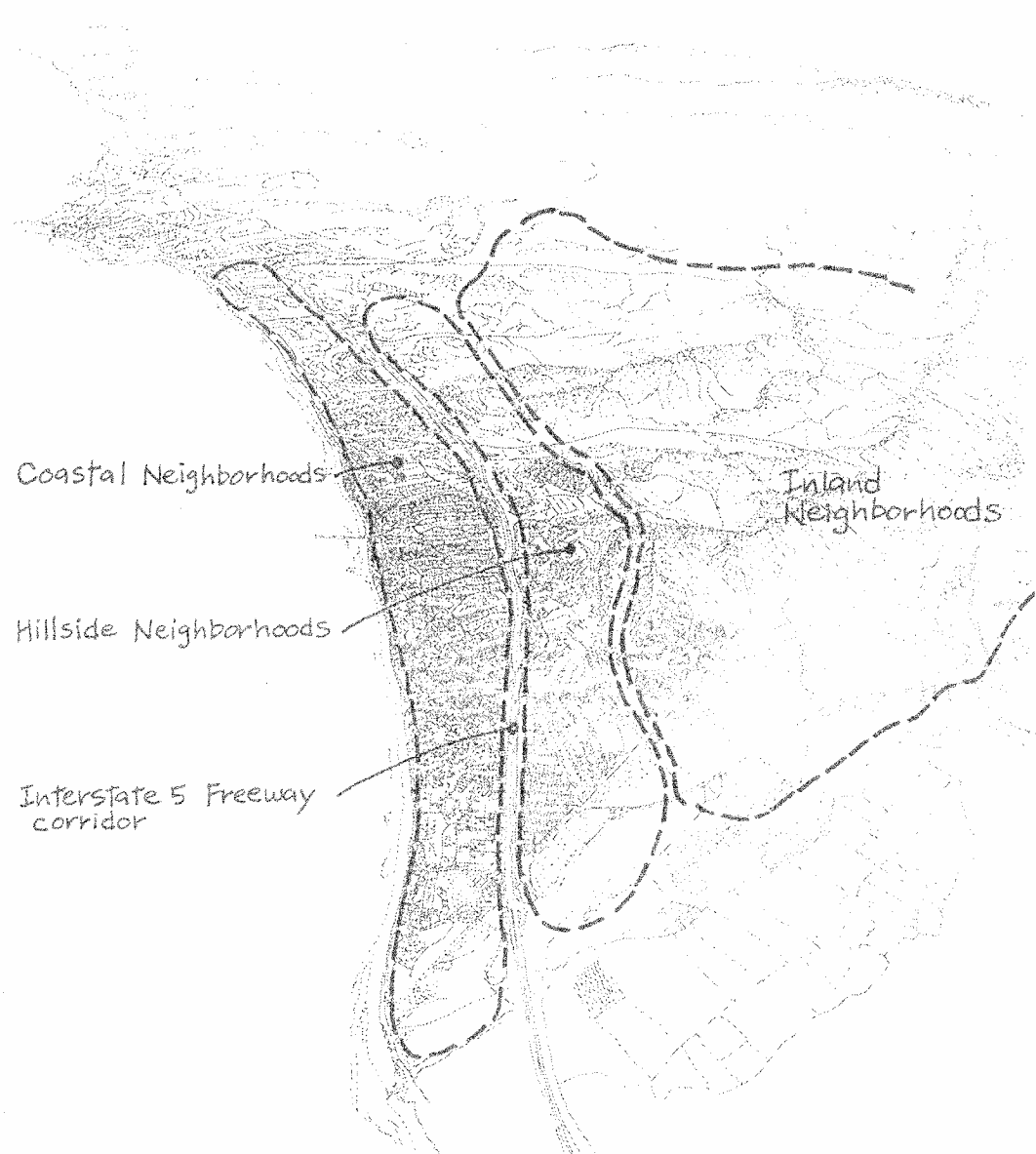
- 2.10 Improve the design quality of hillside development throughout the City.



The Broadmoor Subdivision

Policies

- 2.10.1 Develop a street tree planting program carefully tailored to the special topographical and public view preservation considerations of the hillside neighborhoods (*I 2.6*).



SAN CLEMENTE'S DISTRICTS
SAN CLEMENTE GENERAL PLAN 

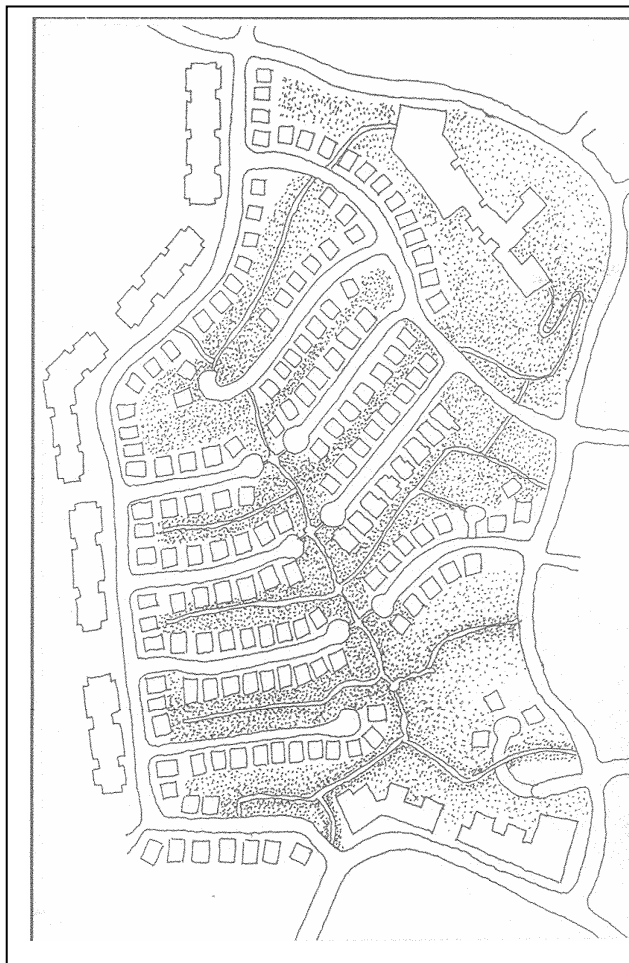
FIGURE 2-7

- 2.10.2 Plant low, wide-spreading canopy trees on streets running parallel to contour lines which are most often not view corridors. View corridor street trees should have narrow form and open structure trees to allow greater visual access. Careful placement of trees can achieve the desired goal without interruption of significant public views (*I 2.7*).
- 2.10.3 Focus the City's street tree planting role on primary and secondary streets. Primary and secondary hillside neighborhood streets include Avenidas Presidio, San Pablo, and Salvador. Local neighborhood street planting efforts should be encouraged by the City and implemented by a joint program of the City and homeowners (*I 2.6*).

9. The Inland Ranches

Objective

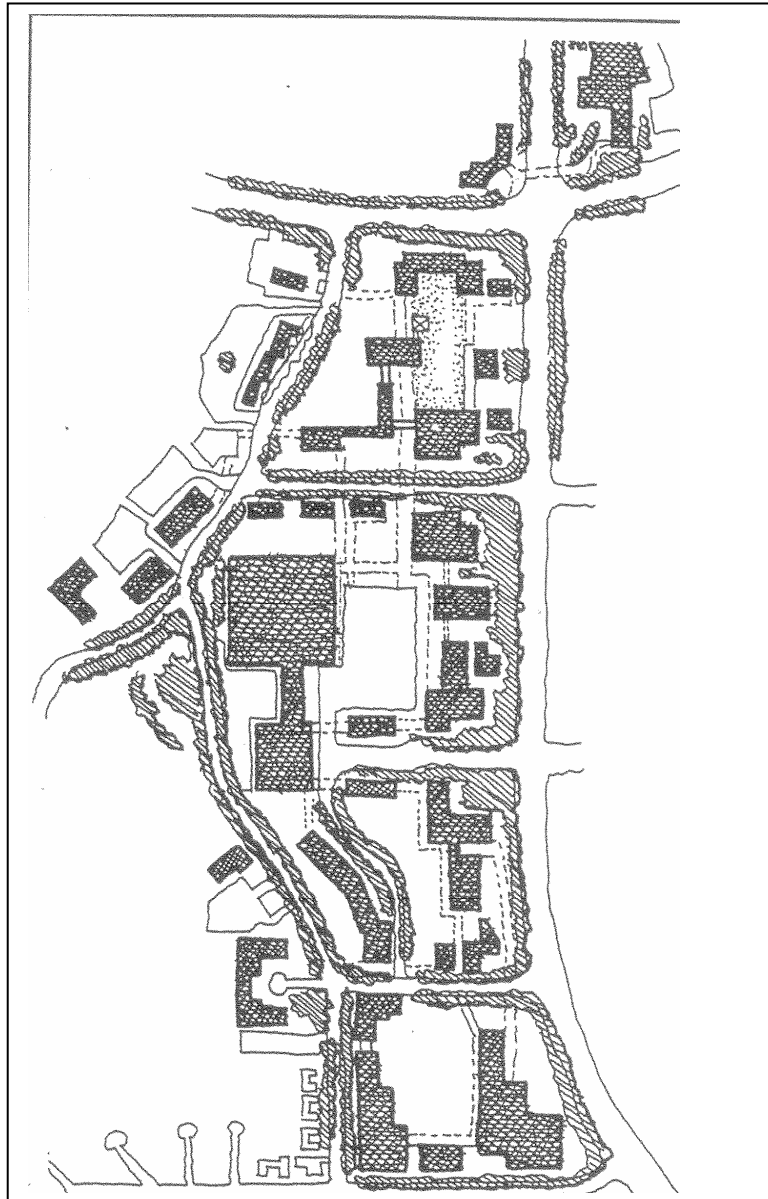
- 2.11 Create stronger linkages between San Clemente's neighborhoods.



A mix of dwelling types integrated into one neighborhood

Policies

- 2.11.1 Require that where topographical conditions of the inland neighborhoods form natural boundaries, street and open space patterns be used to link adjacent neighborhoods and create a stronger sense of community (*I 2.8 and I 2.9*).
- 2.11.2 Develop clear pedestrian and open space linkages within and between neighborhoods in accordance with the following:
 - a. When open spaces separate adjacent neighborhoods there should be linkages, not barriers, which should contain usable outdoor areas such as playgrounds, small parks, footpaths and recreational activities where residents of adjacent neighborhoods can meet.
 - b. Connect the inland neighborhoods with a linked trail system offering walking, jogging and biking opportunities.



Village Character

Objective

2.12 Develop the inland commercial centers as mixed-use "village centers" linked to adjacent neighbor-hoods.

Policies

- 2.12.1 Design the neighborhood centers to contain a mix of activities, pedestrian open spaces, public transit accesses and strong linkages to adjacent neighbor-hoods in accordance with the Land Use Element (*I 2.8 and I 2.9*).
- 2.12.2 Establish the following as desired characteristics of the "village centers":

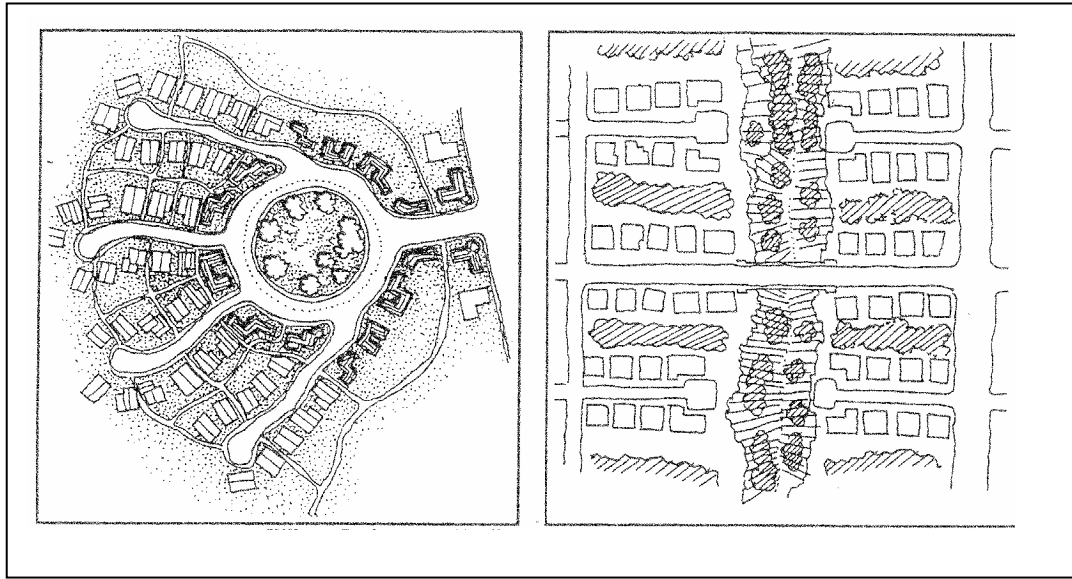
- a. A mix of activities. Neighborhood retail, restaurants, upper level professional offices, recreational opportunities, multi-family dwellings or townhouses nearby.
- b. A public focus space (a pedestrian plaza or small village green).
- c. A high-quality pedestrian environment emphasizing defined outdoor spaces such as arcades, colonnades, courtyards and passages.
- d. Public buildings or other public places. The village centers provide ideal sites for a public recreation center, community center/meeting facility, school, church or other community institution.
- e. Public transit service.
- f. Linkages to adjacent neighborhoods through the street system, pedestrian circulation and strong visual relationships created by landscape and buildings. The village center should not be surrounded by parking lots or other uses which create barriers between the neighborhood and center (*I 2.8 and I 2.9*).

Objective

- 2.13 Develop neighborhood parks which create visual focus, recreational activities for all ages and opportunities for social contact.

Policies

- 2.13.1 Create neighborhood parks of appropriate scale in the inland neighborhoods in accordance with the Parks and Recreation Element. Small spaces should be substituted for some of the large open areas called for in the ranch plans. All age groups should be served (*I 2.8*).



Hilltop Park on a Knoll

Canyon



Open Space Views at Street Ends

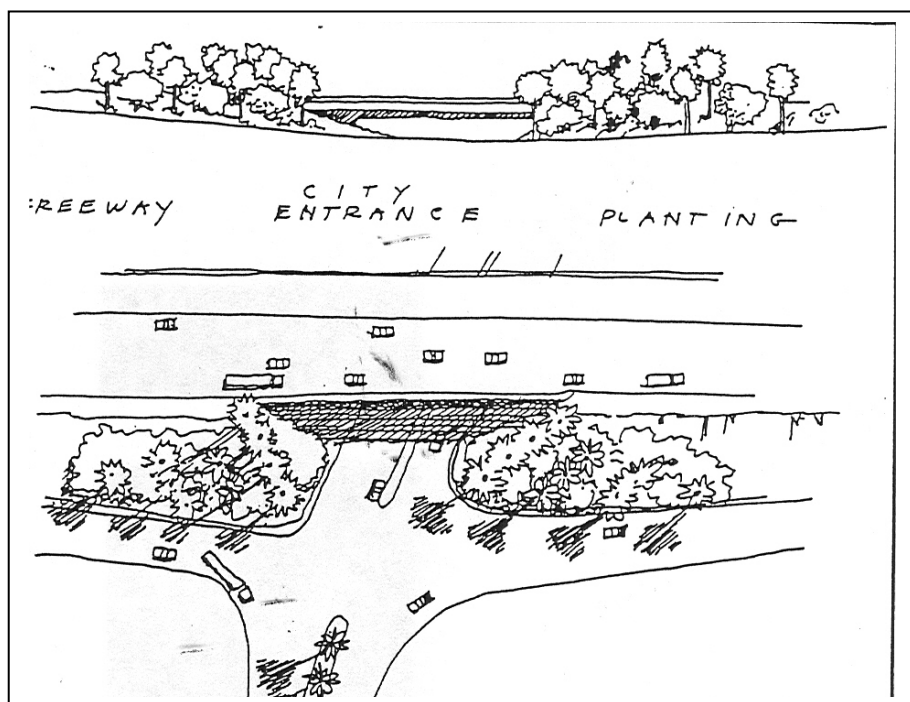
10. The Interstate 5 Freeway Corridor

Objective

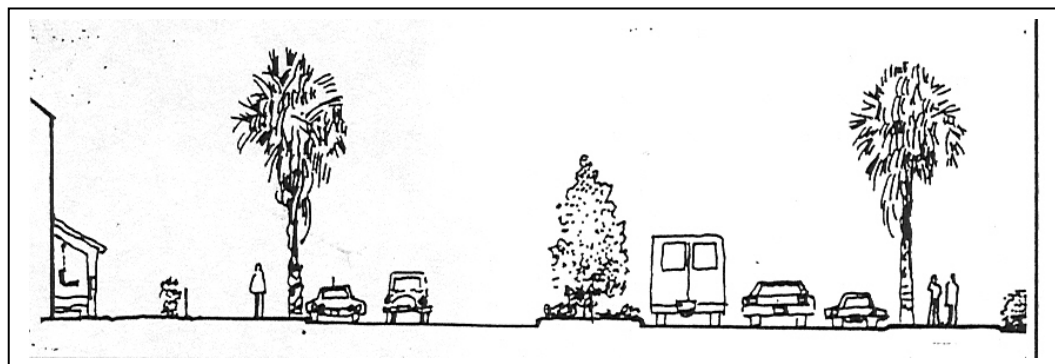
2.14 Develop freeway interchanges as City entrances with a consistent design vocabulary.

Policies

- 2.14.1 Implement the proposed improvements to all freeway interchanges and increase the density of the freeway edge plantings including the provisions of the Scenic Corridors Master Landscape Plan, which establishes a consistent design character for all of the City's nine freeway interchanges. The concept is to heighten the experience of the City's entrances by using plant materials which reflect San Clemente's "Spanish Village by-the-Sea" character. The plant vocabulary includes Mexican Fan Palms, the Coral Tree, Nerium Oleander and Bougainvillea (*I 2.4 and I 2.6*).
- 2.14.2 Proceed with develop-financed improvements to the freeway interchanges as called for in the Scenic Corridors Master Landscape Plan (*I 2.4 and I 2.6*).
- 2.14.3 Work with CALTRANS to enlist State support for additional edge plantings that screen Freeway fences and walls. It is the State's responsibility to repair the damage inflicted by freeway, and the City should exert whatever pressure is necessary to mitigate the freeway's impacts (*I 2.4 and I 2.6*).
- 2.14.4 Initiate a street tree planting program at all freeway "gateway" locations. Street tree and median planting should be used to create a visual structure on Camino de Los Mares, Avenida Pico, Avenida Presidio, Avenida de la Estrella, Avenida Palizada, Avenida Magdalena, El Camino Real and the new Avenida Vista Hermosa. Each gateway street should use a consistent tree species planted at a regular interval to unify street spaces and adjacent developments (*I 2.4 and I 2.6*).
- 2.14.5 Provide public directional signage to major San Clemente points of interest (*I 2.4*).
- 2.14.6 Prepare and adopt Design Guidelines to improve the quality of new buildings, landscaping and signage along freeway "gateway" streets (*I 2.4 , I 2.8, and I 2.9*).
- 2.14.7 Institute strong parking lot edge planting standards to screen views of parked automobiles from gateway streets (*I 2.8 and I 2.9*).
- 2.14.8 Create a strong landscaped edge on Avenida Pico and Caminos Estrella and de Los Mares which integrates buildings and parking areas of commercial developments (*I 2.4, I 2.8 and I 2.9*).



Freeway interchange improvements



Camino de Estrella cross section

V. IMPLEMENTATION PROGRAMS

The following lists the implementation programs which shall be initiated by the City of San Clemente according to available resources. Many implementation programs require the creative and active participation of the private sector - by developers, investors, business and property owners, and residents. The City shall work closely and cooperatively with the private sector for the common interests of the community to realize the objectives and implement the policies of this Element.

A. *Location and Scale of Public Places.*

- I 2.1 Develop small groupings of public activities and carefully integrate them with adjacent neighborhoods.

Responsibility: City of San Clemente Community Development Department.

Funding Source: City of San Clemente General Fund, Quimby Fees, Municipal Bonds, Redevelopment Tax Increment, developer dedications, fees and others.

Schedule: Ongoing, as funding is available and concurrent with development applications.

B. *Identity Graphics Program*

- I 2.2 Design and construct a City graphics program.

Responsibility: City of San Clemente Community Development and Public Works Department.

Funding Source: City of San Clemente General Fund, benefit assessment district, Municipal Redevelopment Tax Increment, and/or other available funding sources approved by the City.

Schedule: Within 24 months of General Plan adoption or as funding is available.

C. *Strengthen Existing Public Places.*

- I 2.3 Study potential designation of the Downtown and North Beach as Redevelopment Areas. Initiate promotional programs to stimulate private investment and development in targeted areas where public places are to be strengthened (Downtown, North Beach, Pier Bowl, Regional Commercial Center, and Rancho San Clemente Town Center).

Responsibility: City of San Clemente Community Development Department.

Funding Source: City of San Clemente General Fund, Redevelopment Tax Increment, benefit

assessment districts, and/or other available funding sources approved by the City.

Schedule: Within 24 months of General Plan adoption or as funding permits.

D. Urban Design Improvement Programs

I 2.4 The Plan provides for the implementation of streetscape and other urban design improvements throughout the City. These include the use of consistent street trees, furniture (benches, trash receptacles, etc.), and signage. In key activity and pedestrian-oriented districts, a program of more extensive improvements are proposed including the use of entry and district signage and monuments, pedestrian-oriented lighting, "aesthetic" crosswalk and sidewalk paving, expanded landscape, and other elements. Basic parameters for the design character and elements to be implemented in the City have been articulated in the adopted Urban Design Guidelines, the Master Landscape Plan for Scenic Corridors, and design plans to be defined for specified sub-areas of the City.

Pedestrian-oriented streetscape improvements have been implemented in the downtown area (Avenida del Mar and El Camino Real). A smaller scale program of landscape and street improvements have recently been completed for the Camino de Los Mares area. Additional areas designated by the Land Use and Urban Design Elements for major streetscape improvements include the following:

- a. Pier Bowl
- b. North Beach
- c. Regional Commercial Center (San Clemente High School site) vicinity
- d. Rancho San Clemente Town Center vicinity
- e. Beach walk/promenade linking the Pier Bowl with North Beach; possible extending to the south
- f. Entries along the City's key arterials and freeway inter-changes
 - Interstate 5 and Avenida Palizada
 - Interstate 5 and Avenida Pico
 - Interstate 5 and Camino de Estrella
 - Interstate 5 and Esperanza
 - El Camino Real at the City's southern boundary and Pacific Coast Highway at its northern boundary with the City of Dana Point
 - Avenida la Pata at the City's northern boundary with Dana Point (future)

- Avenida Pico interchange with the Foothill Transportation Corridor (future)
- Camino de Los Mares at the City's northern boundary (future)

For each area, a comprehensive streetscape master plan shall be prepared unless other wise addressed by the City's existing Master Landscape Plan for Scenic Corridors. At a minimum, this will specify the improvements to be implemented, pertinent design and development standards, their costs, and a financing program. The latter may be accomplished as a condition of and integrated with the development of private projects (e.g., Rancho San Clemente Town Center and Regional Commercial Center) or by the establishment of an Assessment District (e.g., Pier Bowl).

<i>Responsibility:</i>	City of San Clemente, Community Development Department.
<i>Funding Source:</i>	Planning and design: City of San Clemente General Fund, redevelopment tax increment revenue, Main Street Program, and/or development application fees. Implementation: Mello-Roos or other assessment district, redevelopment tax increment revenue, Street Lighting and Landscape District, and/or development conditions or fees.
<i>Schedule:</i>	Urban Design Master Plans: within five years of the adoption of the General Plan or as funding is available.

E. New Public Places

I 2.5 Plan and construct more small, neighborhood-scale parks in the inland neighborhoods.

<i>Responsibility:</i>	City of San Clemente Community Development and Beaches, Parks and Recreation Department.
<i>Funding Source:</i>	Developer/Quimby Act fees and land dedications or as funding permits.
<i>Schedule:</i>	Ongoing, concurrent with development applications.

F. Street Character

- I 2.6 Initiate a public street tree inventory and implement a citywide street tree planting program. Give first priority to primary and secondary streets.

Responsibility: City of San Clemente Community Development and Beaches, Parks and Recreation Department.

Funding Source: City of San Clemente General Fund and/or Lighting and Landscape District.

Schedule: Inventory: within 24 months of the adoption of the General Plan, or as funding permits. Implementation/Planting: as funding permits.

G. Street Tree Master Plan

- I 2.7 In addition to utilizing the existing Master Landscape Plan for Scenic Corridors (which provides policy for specific arterials), the City shall formulate a comprehensive master plan which shall list the permitted trees in the public rights-of-way along all streets in San Clemente. It will specify species, minimum size, spacing, and irrigation requirements. It is intended that the plan identify consistent species for blocks, streets, neighborhood, or districts which provide distinctive identities for these areas. New residential, commercial, and industrial development shall be required to install and maintain trees in accordance with its requirements (as implemented through the City's municipal code).

Responsibility: City of San Clemente Community Development and Beaches, Parks, and/or Recreation Department.

Funding Source: City of San Clemente General Fund and/or Lighting and Landscape District.

Schedule: Within 24 month General Plan adoption or as funding permits.

H. Architecture, Site, and Landscape Design Guidelines and Standards

- I 2.8 Architecture, site, and landscape design guidelines have been adopted ("San Clemente Urban Design Guidelines") for development throughout the City, excluding the inland ranches and Pier Bowl.

Pertinent guidelines for the former have been defined in their respective Specific Plans. Similarly, design guidelines will be incorporated into the Specific Plan currently being prepared for the Pier Bowl.

Periodically review the adopted guidelines according to their effectiveness in achieving development projects which reflect the intended design objectives of the City.

Responsibility: City of San Clemente Community Development Department.

Funding Source: City of San Clemente General Fund and/or any other available funding sources approved by the City.

Schedule: Ongoing as funding permits.

I. Zoning and Subdivision Ordinances

I 2.9 Zoning and subdivision ordinances shall be revised to reflect neighborhood and commercial "village" site planning principles contained in the Land Use and Urban Design Elements.

Responsibility: City of San Clemente Community Development.

Funding Source: City of San Clemente General Fund

Schedule: Revised Ordinance: within 18 months of the adoption of the General Plan or as funding is available.

VI. GLOSSARY

- A. *Spanish Colonial Revival Style***
A style of architecture with low-pitched roofs, thick walls. The style uses decorative details borrowed from the entire history of Spanish architecture. Dramatically carved doors are usually emphasized by adjacent spiral column, pilasters, carved stonework, or patterned tiles. Less elaborated entrance doors of heavy wood panels, some-times arched above, are also common. Decorative window grilles of wood or iron are common, as are similar balustrades on cantilevered balconies. Other typical details include tile-roofed (and otherwise decorated) chimney tops, bricks or tile vents; fountains, arched walkways; and round or square towers.
- B. *Veranda***
A long, open porch, usually roofed.
- C. *Arcade***
A covered passageway with a line of arches and their supporting columns; commonly lined with shops.
- D. *Linkages***
A visual or physical "connectiveness" achieved when design elements are structured in a manner of continuity (or the continuation of a theme, path, image. Etc.).
- E. *Adaptive reuse***
When a structure of strong community value (i.e. historic, cultural, or architectural) retains its structural/architectural integrity and is recycled to another use.
- F. *Pedestrian oriented amenities***
Streetscape and other urban design improvements of a consistent character and theme (i.e. benches, trash receptacles, façade, awnings, lighting, crosswalk paving, etc.) which create a "comfortable" environment for the pedestrian.
- G. *Public focus space***
A pedestrian plaza or small village green.